

SYSTEM FOR DYNAMIC GENERATION OF ONLINE STREAMING MEDIA ADVERTISEMENTS

ABSTRACT OF THE DISCLOSURE

The invention relates to providing online streaming media advertisements. In
5 one embodiment, a process for dynamically providing streaming multimedia advertisements
is disclosed. In the process, a browser window is opened and a frame set having a media
player and a data frame is built in said browser window. The media player requests and
receives a playlist having advertisements and/or media content. The media player connects to
at least one media server to play the advertisement and/or said media content from the
10 playlist.

DE 7019164 v1